Amendment to the Claims:

This listing of Claims will replace all prior versions and listings of the Claims in the application.

Listing of Claims:

1. (Currently Amended) A method of ~~analyzing~~ improving resource allocation comprising the steps of:

identifying at least one criteria;

Identifying sets of information wherein each set of information includes a UOA-ID, a CCT, and a VAR Value;

grouping each UOA-ID into an appropriate Type;

identifying a Start Time wherein each UOA-ID has met said at least one criteria;

forming at least one prospective or retrospective Cohort time segment for each UOA-ID based on ~~the~~ their Start Time;

placing the UOA-ID into the appropriate time segment;

calculating an eligibility score for each UOA-ID for each time segment;

calculating an Eligible Adjusted Variable Value; and

generating ~~an~~ at least one Output ~~Expressions~~ Expression.

2. (Currently Amended) The method of Claim 1 further comprising the step of transforming the Output Expression from being expressed in Cohort time segments to being expressed in CCT segments.

3. (Original) The method of Claim 1 wherein said method is performed using a system comprising a central processing unit for implementing system software effective for performing the method.

4. (Currently Amended) The method of Claim 1 wherein said method is used to optimize the viewing time of advertising ~~that is used for marketing applications~~.

5. (Currently Amended) The method of Claim 1 wherein said method is used to estimate the extent of injury caused by trademark infringement ~~that is used for trademark applications~~.

6. Cancelled

7. Cancelled

8. Cancelled

9. (Original) The method of Claim 1 that is used for health care applications.

10. Cancelled

11. (Currently Amended) The method of Claim 1 wherein ~~an~~ each Output Expression is generated by the method comprising the step of calculating an EAV based on a summary metric for each UOA-ID per Type.

12. (Currently Amended) The method of Claim 1 wherein each ~~an~~ Output Expression is generated by the method comprising the steps of:

determining a DV per Type per time segment;

calculating an EAV summary metric for all UOA-IDs per Type per time segment; and

calculating an EAV Net Value per Type per time segment.

13. (Currently Amended) The method of Claim 1 wherein ~~an~~ each Output Expression is generated by the method comprising the steps of:

determining a RORA;

determining an Outcome;

calculating a NNT;

calculating an EAV Net Value per Type per time segment; and

calculating the maximum available RA per UOA-ID per time segment.

14. (Currently Amended) The method of Claim 1 wherein ~~an~~ each Output Expression is generated by the method comprising the steps of:

determining a RA;

determining an Outcome;

calculating a NNT;

calculating an EAV Net Value per Type per time segment; and

calculating the RORA per UOA-ID per time segment.

15. (Currently Amended) The method of Claim 1 wherein each ~~an~~ Output Expression is generated by the method comprising the steps of:

determining a RORA;

determining a RA;

calculating a NNT;

calculating an EAV Net Value per Type per time segment; and

calculating an ~~O per~~ Output per UOA-ID per time segment.

16. (Currently Amended) A method for ~~analyzing~~ improving resource allocation using a plurality of sets of information, the method comprising the steps of:

for each set of information, identifying an UOA-ID, a Type, a CCT and a VAR Value;

grouping each UOA-ID into an appropriate Grouper;

identifying a Start Time wherein said Start Time is the earliest CCT for each

specific UOA-ID per Type;

identifying a time segment duration;

forming time segments based on the Start Time wherein each UOA-ID meet a certain eligibility criteria;

adjusting and standardizing each VAR Value to create AdjVAR Values;

placing each AdjVAR Value into the appropriate time segment;

calculating an eligibility score for each UOA-ID; and

generating an Output Expression.

17. (Original) The method of Claim 16 further comprising the step of transforming the Output Expression from expressed in Cohort time segments to being expressed in CCT segments.

18. (Original) The method of Claim 16 wherein said method is performed using a system comprising a central processing unit for implementing system software effective for performing the method.

19. (Currently Amended) The method of Claim 16 that is used for marketing applications for optimizing viewing time of an advertisement.

20. (Currently Amended) The method of Claim 16 that is used for trademark applications to determine the length of viewing time of a consumer.

21. Cancelled

22. Cancelled

23. (Original) The method of Claim 16 that is used for health care applications.

24. Cancelled

25. (Currently Amended) The method of Claim 16 wherein said method is used for applications selected from the group consisting of ~~warranty applications, actuarial applications, insurance applications,~~ marketing ~~and advertising~~ applications, ~~frequent use program applications, shopping card applications, Internet applications, trademark/trade dress/ product design evaluation~~ trademark applications, ~~infringement applications,~~ and health care applications.

26. (Currently Amended) The method of Claim 16 wherein ~~an~~ each Output Expression is generated by the method comprising the step of calculating an EAV based on a summary metric for each UOA-ID per Type.

27. (Currently Amended) The method of Claim 16 wherein each ~~an~~ Output Expression is generated by the method comprising the steps of:

determining a DV per Type per time segment;

calculating an EAV summary metric for all UOA-IDs per Type per time segment; and

calculating an EAV Net Value per Type per time segment.

28. (Currently Amended) The method of Claim 16 wherein ~~an~~ each Output Expression is generated by the method comprising the steps of:

determining a RORA:

determining an Outcome;

calculating a NNT;

calculating an EAV Net Value per Type per time segment; and

calculating the maximum available RA per UOA-ID per time segment.

29. (Original) The method of Claim 16 wherein an Output Expression is generated by the method comprising the steps of:

determining a RA;

determining an Outcome;

calculating a NNT;

calculating an EAV Net Value per Type per time segment; and

calculating the RORA per UOA-ID per time segment.

30. (Currently Amended) The method of Claim 16 wherein an Output Expression is generated by the method comprising the steps of:

determining a RORA;

determining a RA;

calculating a NNT;

calculating an EAV New Value per Type per time segment; and

calculating an ~~O~~ Output per UOA-ID per time segment.

31. (Currently Amended) A method of analyzing the effects of similar trademarks comprising the steps of:

Identifying [[a]] at least one set of information, each set comprising ~~an~~ a UOA, and a UOA-ID, a Type, a CCT, and a VAR Value;

grouping each UOA-ID into an appropriate Type;

identifying a Start Time wherein each UOA-ID meets all of the eligibility criteria to be included into a Population;

forming time segments based on the Start Time;

adjusting and standardize each VAR Value to create AdjVar Values;

sorting and placing each AdjVAR Value into the appropriate time segments;

calculating an Eligibility Score for each UOA-ID;

calculating an EAV for each time segment;

generating an Output Expression; and

analyzing the Output Expression to evaluate trademark perception.

32. (Currently Amended) A method of analyzing and evaluating resource allocation for the health care industry comprising the steps of:

identifying a set of information, each set comprising ~~an~~ a UOA, ~~an~~ a UOA-ID, aType, a CCT, and a VAR Value;

grouping each UOA-ID into an appropriate Grouper;

organizing each UOA-ID within each Grouper by succeeding CCT;

identifying a Start Time wherein each UOA-ID meets all of the eligibility criteria to be included into a Population;

forming time segments based on the Start Time;

adjusting and standardize each VAR Value to create AdjVAR Values;

sorting and placing each AdjVAR Value into the appropriate time segments;

calculating an Eligibility Score for each UOA-ID;

calculating an EAV for each time segment;

generating an Output Expression showing trends in health care for use in evaluating resource allocation.

33. (Currently Amended) A method of allocating resources for use in marketing comprising the steps of:

identifying a set of information, each set comprising ~~an~~ a UOA, ~~an~~ a UOA-ID, a Type, a CCT, and a VAR Value;

grouping each UOA-ID into an appropriate Grouper;

organizing each UOA-ID within each Grouper by succeeding CCT;

identifying a Start Time wherein each UOA-ID meets all of the eligibility criteria to be included into a Population;

forming time segments based on the Start Time;

adjusting and standardize each VAR Value to create AdjVAR Values;

sorting and placing each AdjVAR Value into the appropriate time segments;

calculating an Eligibility Score for each UOA-ID;

calculating an EAV for each time segment;

generating an Output Expression showing trends for use in evaluating resource allocation for marketing.

34. (Currently Amended) A system for use by a user in analyzing resource allocation comprising:

a central processing unit for operating software effective for performing the method of:

identifying at least one criteria for a Population;

identifying sets of information wherein each set of information includes

[[an]] a UOA-ID, a CCT, and a VAR Value;

grouping each UOA-ID into an appropriate Type;

identifying a Start Time wherein each UOA-ID meets all of the eligibility criteria to be included into the Population;

forming at least one Cohort Time segment based on the Start Time;

placing the VAR Value into the appropriate time segment;

calculating an eligibility score for each UOA-ID for each time segment;

calculating an Eligible Adjusted Variable Value; and

generating an Output Expression.

35. (Currently Amended) The system of Claim 34 wherein said method is used for applications selected from the group consisting of ~~warranty applications, actuarial applications, insurance applications,~~ marketing ~~and advertising~~ applications, ~~frequent use program applications, shopping card applications, Internet applications, trademark/trade dress/ product design evaluation~~ trademark applications, ~~infringement applications,~~ and health care applications.

36. (Currently Amended) An Output Expression comprising a representation showing EAV trends of a particular Population having an eligibility criteria and formed from individual units each meeting at least one defined criteria, said trends are expressed in Cohort time segments based on a Start Time wherein each individual unit meets all of the eligibility criteria to be included into the Population; a

showing NNT trends of a particular Population; said trends are expressed in Cohort time segments.

37. Cancelled

38. Cancelled